

Keebler Tiny Door Project

It's a summer program supported by Keebler and City Events in cities across America, designed to promote park visits, create a sense of wonder and open children's imaginations. The program places unique, wonderfully magical artist-designed and crafted tiny doors on trees in parks around the country.

2013 Highlights

- Unanimously positive reaction from parents and kids
- Over 60% of parks saw significant increases in foot traffic
- 275.9 million media impressions

Why Partner With The Tiny Door Project?

- Provides a unique, fun activity that gets people talking about and visiting your park.
- Creates positive press about your local parks and city.
- Easy and simple to execute:
 - Doors will be created to perfectly fit the chosen trees in your park, installed and maintained by the Tiny Door Project.
 - Doors will be fabricated on a hinge that sticks into the ground and does not manipulate the nature of the tree in any way.
- As the project approaches it's 2nd year, it is looking to expand the program by partnering with great communities like yours.

Why The Tiny Door Project?

The goal is to bring a little whimsy and excitement to families at their neighborhood parks to ignite imaginations and spread some fun and "elfin magic". The doors themselves act as a conduit to help community members escape the ordinary and mundane with a little spark of imagination.

Community Buzz

- In 2013, in just 4 short months, the hashtag (#tinydoors) which was placed on the inside of each tiny door, had been shared thousands of times.
- News stations including ABC, Fox, NBC and even major publications like USA Today and Ad Age shared the story.
- People throughout the country responded by asking for more doors to be installed and expressed their love for the magic and whimsy provided.
- Notes were left in many tiny doors asking questions to the elves that live there.

For more information, please contact our Sales Department
at 212-736-9400 or

Email contact@cityventions.com

For more photos or campaign info:
www.tinydoorproject.com



Caroline Carrington @CARRINGTON

8 Sep

[@tinydoorproject](#) Thank you for the magic & whimsy you bring! What fun it was to find one with my kids. We want to discover more! Road trip!

Retweeted by Tiny Door Project

[View conversation](#)



Jacqueline @RealAFHousewife

20 Aug

[@tinydoorproject](#) come to San Antonio! Maybe a little elf magic on the Riverwalk?

Retweeted by Tiny Door Project

[View conversation](#)